

Amendments to and Listing of the Claims:

Please cancel claims 1-61 and add new claims 62-71 as follows:

1-61. (canceled)

62. (new) A method of delivering presentation streams carrying targeted advertisements to subscribers in a switched television service network environment, the method comprising:

- (a) defining a plurality of market segments;
- (b) generating a set of presentation streams corresponding to a programming channel having programming data, each of the presentation streams in the set corresponding to a different one of the plurality of market segments, each of the presentation streams in the set carrying the same programming data as the programming channel and at least one advertisement directed to the market segment to which the presentation stream corresponds, wherein the presentation streams are generated independent of a request for the programming channel by the subscribers;
- (c) simultaneously delivering the set of presentation streams to a switching device;
- (d) receiving at the switching device a first request for the programming channel from a first subscriber in a first market segment;
- (e) switching a first presentation stream corresponding to the first market segment from the set of presentation streams to the first subscriber;
- (f) receiving at the switching device a second request for the programming channel from a second subscriber in a second market segment; and

(g) switching a second presentation stream corresponding to the second market segment from the set of presentation streams to the second subscriber.

63. (new) The method of claim 62 further comprising:

(h) simultaneously transmitting the first and second presentation streams to the first and second subscribers, respectively.

64. (new) The method of claim 62 further comprising:

(h) generating a schedule of advertisements to be included in the presentation streams for each market segment; and

(i) storing a library of advertisements to be included in the presentation streams in the set.

65. (new) The method of claim 64 wherein the schedule is generated based on market segment information, avail and ad information, and subscriber information for the corresponding market segment.

66. (new) The method of claim 65, wherein the market segment information identifies advertiser-specific market segments for all advertisers associated with the library of advertisements.

67. (new) The method of claim 62 wherein step (b) includes inserting the advertisements into the respective presentation streams in the set by detecting a cue tone present in the presentation streams.

68. (new) The method of claim 62 wherein step (b) includes inserting the advertisements into the respective presentation streams in the set based on scheduled avail times in the presentation streams.

69. (new) The method of claim 62 wherein step (b) is performed at a head end of the television service network.

70. (new) The method of claim 62 wherein the market segments are defined by different advertisers.

71. (new) The method of claim 62 wherein the advertisements in the presentation streams are directed to different fixed market segments.